

# 2016 POLITICAL FALL SPENDING

## ETHI-GLENDA RITZ FOR IN STATE SUPERINTENDENT

CONTRACT NUMBER	DATES OF CONTRACT	# OF SPOTS	GROSS OWED	TOTAL (15%) COMMISSION	NET COST	PROD. COSTS	NET OWED	NET RECEIVED	DIFF IN TOTALS	CHECK #
964348	11/4-11/8	3	\$ 700.00	\$ 105.00	\$ 595.00		\$ 595.00	\$ 595.00		check

**CONTRACT**

**ETHI**  
**800 Ohio Street**  
**Terre Haute, IN 47807**  
**(812) 232-9481**

And:

**Hulsen Media Services**  
**2400 Laramie Trail**  
**Austin, TX 78745**  
**USA**

<u>Contract / Revision</u> 964348 /		<u>Alt Order #</u> 25347400
<u>Product</u> Cadidate		
<u>Contract Dates</u> 11/04/16 - 11/08/16		<u>Estimate #</u> 1177
<u>Advertiser</u> POL/Glenda Ritz for IN State Superintendent		<u>Original Date / Revision</u> 11/03/16 / 11/03/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> ETHI	<u>Account Executive</u> Katz Washington	<u>Sales Office</u> Katz/Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agy Code</u> 9915247	<u>Advertiser Code</u>	<u>Product 1/2</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	ETHI	11/04/16	11/07/16	News 10 on Fox	10p-1030p		:30				NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	----1--				1	\$250.00				
	Week:	11/07/16	11/13/16	1-----				1	\$250.00				
N 2	ETHI	11/06/16	11/06/16	News 10 on Fox Su	10p-1030p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
	Week:	10/31/16	11/06/16	-----1				1	\$200.00				
<b>Totals</b>								<b>0.00</b>				<b>3</b>	<b>\$700.00</b>

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/07/16	3	\$700.00	(\$105.00)	\$595.00
<b>Totals</b>	<b>3</b>	<b>\$700.00</b>	<b>(\$105.00)</b>	<b>\$595.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

964348



125 West 55th St  
New York, NY 10019

<b>Contract #</b> 25347400	<b>Changes as of:</b> 11/3/2016 at 11:10 AM	<b>Version:</b> Highlighting Revision 1
<b>CPE:</b> 132/135/1177	<b>Flight:</b> 11/4/16 - 11/8/16	<b>Total \$:</b> \$700.00
<b>Agency:</b> HULSEN MEDIA SERVICE 2400 Laramie Trail Austin, TX 78745	<b>Advertiser:</b> Ritz IN State Superintendent <b>Product:</b> Candidate <b>Agency Order #:</b> 5548237 <b>Buyer:</b> Hulsen, Kristin <b>Salesperson:</b> BEN WILMETH 202-872-5880	<b>Station:</b> ETHI <b>Market:</b> Terre Haute <b>Office:</b> WASHINGTON <b>Primary Demo:</b> Adults 35+ <b>Con Type:</b> POLITICAL/VOTE <b>Assistant:</b> BEN WILMETH 202-872-5880
<b>Comments:</b> NEW ORDER	<b>Total Spots:</b> 3	<b>Total CPP:</b> \$67.31 <b>Total GRP:</b> 10.4
	<b>Separation:</b>	

#	Day/Time	DP	Program	Rate	A35P Rating	Len	11/4	11/5	11/6	11/7	11/8	11/4 - 11/8	Total Spots	Total \$	CPP	GRP
1	M-F 10p-10:30p		News 10 On FOX	\$250.00	3.4	30	1	0	0	1	0		2	\$500.00	\$73.53	6.8
2	Su 10p-10:30p		News 10 On FOX	\$200.00	3.6	30	0	0	1	0	0		1	\$200.00	\$55.56	3.6
<b>TOTALS:</b>							1	0	1	1	0		3	\$700.00	\$67.31	10.4



125 West 55th St  
New York, NY 10019

<b>Special Instructions</b>	
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<b>Date/Time</b>	<b>Added by</b>	<b>Comment</b>
11/03/16 11:10 AM	BEN WILMETH	NEW ORDER
11/03/16 11:10 AM	BEN WILMETH	NEW ORDER

<b>Competitive Information</b>	
Market Budget:	\$700
ETHI Share:	100%
Comment:	Competitive Unknown

Daypart Summary				
Day/Time	% Distrib	Spots	Dollars	GRP
	100%	3	\$700.00	\$67.31
<b>Total</b>	<b>100%</b>	<b>3</b>	<b>\$700.00</b>	<b>\$67.31</b>

Monthly Summary		
Month	Spots	Dollars
2016-Nov	3	\$700.00
<b>Total</b>	<b>3</b>	<b>\$700.00</b>

Transaction History					
Trans	Created/Received	Created by	Status	Spot#	Spot- \$ Chg Contract \$ Comment
Revision	11/3/16 11:10 AM	BEN WILMETH	Revised		\$0
New	11/3/16 11:10 AM	BEN WILMETH	New	3	\$700.00 \$700.00

**Non-Discrimination Policy** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ MEDIA GROUP (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐ **FEDERAL CANDIDATE**

☒ **STATE/LOCAL CANDIDATE**

To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3

<b>Station and Location:</b>	<b>Date:</b>
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I, HMS,

being/on behalf of: Glenda Ritz,

a legally qualified candidate of the Democratic

political party for the office of: Indiana State Superintendent

in the General

election to be held on: 11/8/16

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Ritz4Education | 115 W. Washington St. Suite 1165 Indianapolis, IN, 46204

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Cheryl Lynn Olson | (317) 703-4404

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/17/16

**Date**

K-BL

**Signature**

***To Be Signed By Station Representative***

☒ **Accepted**

☐ **Accepted in Part**

☐ **Rejected**

[Signature]

**Signature**

Mick Telcryn

**Printed Name**

GSM

**Title**